



**A Superb Collection.**  
Of Fall and Winter Goods for your inspection. Counters and shelves full of excellence—bought to suit our customers, and the best evidence of our supremacy lies in the quantities and prices. We offer these as a sample of the splendid values we are giving you for this week's offering.

**The Lace House.**

**New Fall Veilings.**

A MOMENT here and you find what you have been looking for. Variety and exclusiveness of our assortments makes this section attractive. The many pretty new things cannot be mentioned here, but two good items are shown—  
A LINE of Novelty Veilings now being shown in black and colors, plain and colored, that have been selling at 60c to 75c a yard.  
This week ..... **48c**  
ANOTHER SPECIAL Good Item in Veilings is this: This week we place on sale ALL of our \$1.00, \$1.25 and \$1.50 Fancy Veilings.  
at only ..... **93c**

**Beautiful Millinery Trimmings.**

The combinations here are numerous and pleasing. The prettiest concepts are shown and the prices are more than satisfactory. For this week we have placed some exceptionally good bargains on sale. Two are mentioned here.  
A LINE of black roses that are worth 65c a bunch, for Monday and the week ..... **43c**  
PURPLE FANSIES, in light and dark colors. These are the prettiest in the market and worth \$2.00. This sale ..... **\$1.22**

**Muslin Underwear.**

A LINE of white cambric skirts, very h and d some, trimmed with 4 rows of plait Val. lace and insertion. Wide hem and 100% cotton. Values range from \$2.25 up; special—  
..... **\$1.63**  
MUSLIN GOWNS, high or low neck. Lace or embroidery trimming. None worth less than \$2.25 each. This week ..... **69c**  
HANDSOME line of Nainsook and Cambric Gowns. These are daintily trimmed with Val. lace and insertion, French embroidery, etc. None worth less than \$2.25 each. This week ..... **\$1.82**  
LADIES' DRAWERS of Cambric or Nainsook. Trimming of plait Val. lace and insertion; tucks and wide embroidery. Special ..... **72c**  
CORSET COVERS—Round or square neck; full French shape; Val. lace trimmed. 75c kind for only ..... **39c**

**Hosiery.**

MISSIES' fine ribbed Onyx Black Cotton Hose, with double knee, heel and sole. 25c grade for ..... **17c**  
MISSIES' Onyx black fine ribbed Maco Cotton Hose, fleece lined, double knee; spliced heel and sole ..... **28c**  
BOYS' Onyx Black Maco Cotton Bicycle Hose; 35c values for ..... **24c**  
MEN'S GRAY WORSTED HALF-HOSE—Double sole; 25c value ..... **13c**  
MEN'S NATURAL fine Cashmere Half-Hose, double heel and sole; 25c kind ..... **27c**  
LADIES' fast black Cotton Hose; guaranteed stainless; 20c values. This week ..... **16c**  
LADIES' "Onyx Black" fleeced cotton Hose; high spliced heel and double sole; 25c value ..... **23c**  
LADIES' Onyx black cotton Hose, fine Maco, silky fleeced, ribbed or plain; 50c value ..... **37c**  
LADIES' fast black Cashmere Hose, gray toe and heel; splendid for 35c a pair. Special ..... **28c**  
LADIES' fast black English Cashmere Hose; double sole and spliced heel; very fine; \$1.00 values for ..... **77c**

**Ready-to-Use Linens.**

This department is always replete in those articles of "ready-to-use" linens." A few items for this week will serve as a criterion of what you may get here at any time.



75 DOZENS OLYMPIA BEDSPREADS, FULL SIZE, VALUE \$1.50 EACH. THIS SALE—  
**\$1.07**  
84 DOZENS "LACE HOUSE LEADER" BED SHEETS—81x90, and SELL FOR 75c. THIS SALE—  
**49c**  
113 DOZENS BLEACHED TURKISH BATH TOWELS, LARGE SIZE, 25c VALUE, ONLY—  
**17c**  
47 DOZENS "FRUIT OF THE LOOM" PILLOW CASES, 18x24 INCHES, SELLING FOR 20c, ONLY—  
**13c**  
1,200 YARDS OF FLAXING TOWELING; FINE, SOFT FINISH AND SHOULD BE 10c PER YARD; ONLY—  
**6c**

**CLOAKS, Skirts, Kimonas, Dressing Sacques.**

SKIRTS—Ladies' Black Cheviot 7-gored round length Walking Skirts. Tailor seams and stitched bottoms. "THIS IS EXTRA SPECIAL," \$4.75 value, for—  
**\$2.89**

LADIES' BLACK Melton Box Coats, double collar and full sleeve. These coats are very neatly trimmed in silk and fancy braid, very elegant; extra special ..... **\$9.43**  
WRAPPERS FOR LADIES—A line of fleece line wrappers, full length, flounce bottom, braid trimmed, shoulder ruffles, etc. These are worth \$1. This sale ..... **67c**



**Millinery Section.**

THE MILLINERY NEWS today is of the sort that will make YOU WONDER. You mustn't let the smallness of the prices prejudice you against these offerings. They are bona fide and an inspection will verify our assertions. Were they priced at their worth, 't would be double the price we ask. "THESE PRICES FOR THE WEEK COMING."  
FIRST—Our entire line of ladies tailor-made and street hats in the numerous new styles that have been selling up to \$3.00 each. The variety is exceptionally good and most complete; your choice this week ..... **\$1.99**  
SECOND—Our entire stock of ladies Dress Hats, in velvets, chenilles, felts, furs, etc., with chiffon facings, birds, flowers, feathers, foliage and algerette trimmings. Hats that are worth up to \$8.00 each, the entire line to go on sale tomorrow morning and the week at, only ..... **\$3.33**  
THIRD—A line of ladies' Fur and Felt shapes, all new, all the latest shades, prettily trimmed to suit your order, and not worth less than \$2.50 to \$3.50 each; an extra special for tomorrow and the week at, only ..... **\$1.93**  
FOURTH—A pretty line of children's Felt Sailors, in blues, reds, browns, etc.; neatly trimmed and just what is needed for school. These are worth 85c each. Special ..... **39c**  
FIFTH—A line of Misses' fancy sailors that have been selling at \$2.50, \$3.00 and \$3.25 each has been selected for this week's business. The price will be only ..... **\$1.47**  
SIXTH—Misses' Hats in the numerous new effects, styles, trimmings and shapes most correct; none worth less than \$3.50, Monday and the week ..... **\$2.12**

**Art Dept.**

COLORFUL LINEN LUNCH CLOTHS. This is a new line and very attractive ..... **\$1.17**  
ORIENTAL TAPESTRY CUSHION TOPS, just in and represent the newest things in these lines. The value is 75c each. This Sale ..... **59c**  
22-INCH ALL LINEN STAMPED CENTER PIECES, many new designs now in, 35c patterns for ..... **22c**  
HOLD FAST EMBROIDERY HOOPS, the kind you want for satisfactory work. These are worth 10c. This week ..... **6c**  
FREE INSTRUCTIONS GIVEN in Art Needlework, Ruffia Work, Indian Bead Work, Burnt Wood or "Pyrography." Miss Fowler in charge.

**Jewelry.**

FANCY PEARL HEADED PINS, 6 on a card, the regular price is 15c a card. This Sale ..... **11c**  
STERLING SILVER HEADED PINS, 5c values. This Sale ..... **2c**  
FANCY JEWELLED PINS, Hat Pins that sell for 15c regular, only ..... **9c**  
BEADED and GILT COLLAR BUTTONS, ladies' or gents', 10c kinds, for ..... **2c**  
NECKLACES, fancy beaded, in blue, white and black, up to 25c values. This week ..... **22c**

**Leather Goods.**

LADIES' WRIST BAGS, black and tan, chamoo or leather handles, 75c values ..... **55c**  
75c BLACK CHATE-LAINE BAGS ..... **48c**  
COMBINATION POCKET-BOOKS, 25c kinds, for ..... **16c**  
LADIES' Dainty SMALL CHANGE PURSES, 25c values ..... **18c**

**Sheet Music**

SOME NEW PIECES, JUST IN. AT—  
"When My Baby Calls Me Honey."  
"Where the Palm Trees Gently Sway."  
"Ole, Ole, O—"  
"My Little Red Carnation."  
"King Cupid" March.  
"The Last Farewell." (Song)  
"Bungalow." (Hindoo love song).  
"Chocolate Creams" Two-Step. And many others.

**23c**



**Mail Orders.**

We give particular and careful attention to mail orders. This department has grown wonderfully in the past year. All orders are AT ONCE filled, if possible, upon receipt of letter. If we haven't what you want, we will do our best to get it for you. Write to us and let us do your shopping for you.

**The Lace House.**

**SUITS, Jackets, Furs, Petticoats**

LADIES' SHIRT WAISTS in fancy fleece lined vestings. Colors are in black, blue, green and white. These have the full pleated front and the newest sleeve. The price is \$2.50. This sale—  
**\$1.97**

BOX COATS FOR CHILDREN in blue, red and green. Fancy collar, 800 front, satin trimmed, white stitching buttons, etc., only—  
**\$4.88**

EIDERDOWN DRESSING SACQUES—Assorted colors, assorted sizes, roll collar and shell stitched edges; extra special ..... **55c**  
FULL LINE OF VESTING and fleece lined Shirt Waists. White with black dots, old rose, navy, red, green, also fancy black and white stripes and figures. These are worth 75c; this sale, only ..... **39c**

**Notions.**

5c COLUMBIA SAFETY PINS for ..... **3c**  
3c COTTON TAPE, colors and white ..... **1c**  
15c WHISK BROOMS, good quality ..... **9c**  
15c HARDWOOD TOWEL RINGS ..... **6c**  
10c BLACK AND WHITE CORSET CLASPS ..... **5c**  
15c dozen SHELL HAIR PINS ..... **7c**  
25c HAIR BRUSHES at only ..... **16c**  
25c GILT EDGE SHOE POLISH ..... **17c**  
10c PEARL BUTTONS ..... **6c**  
5c BASTING COTTON for ..... **3c**  
12c FANCY COTTON ELASTIC for ..... **8c**  
3c SWAN HILL HOOKS AND EYES for ..... **1c**  
5c BLACK ENAMELED DARNERS for ..... **3c**  
3c HARDWOOD TOOTH-PICKS for ..... **2c**  
8c WHITE FEATHER-STITCHED BRAID for ..... **5c**  
5c CURLING IRONS for ..... **3c**  
25c HARDWOOD BACK CLOTH BRUSHES for ..... **18c**  
3c ADAMANTINE PINS ..... **1c**  
3c IRONING WAX for ..... **1c**  
25c STEEL SCISSORS for ..... **23c**

**Aprons.**

CHILDREN'S SCHOOL APRONS. We have more than we need of them. We will make special reductions on them THIS WEEK. This week, 75c Aprons ..... **49c**  
This week, 95c Aprons ..... **73c**  
KITCHEN APRONS, the regular 25c kind, for this week at ..... **13c**

**Stationery.**

"EATON"—Hurdell's finest initial stationery, in white only, envelopes to match. The regular price is 35c a box; special ..... **18c**  
THE STERLING—Fine ruled paper in cream color, with envelopes to match; only ..... **8c**  
HURDSELL'S old "Parchment bond" tablets, packet size, unruled only; 25c kind for, only ..... **14c**  
"LACE HOUSE" toilet paper, a roll. Limit 5 rolls to a customer. ..... **3c**

**Toilet**

**Articles.**

JAVA RICE POWDER—it is here in all colors. ..... **23c**  
WOODBURY'S FACIAL SOAP, Limit 2 to a customer. ..... **46c**  
RITHFOAM, 25c value; this sale ..... **17c**  
FLAX, QUINCE AND CUCUMBER JELLY, a skin food; 25c value, for ..... **14c**  
SWEET CREAM AND TOILET SOAP, three bars in a box for, only ..... **17c**  
IMPERIAL BRAND OF AMMONIA; 15c bottles, for ..... **9c**

**EXTRA SPECIAL.**  
Sterling Silver and Pearl Handled Silk Umbrellas, steel rod, Paragon frame, either ladies' or gents'. Regular value \$3.00. Special for the week. **\$1.93**



**Laces, Embroideries**

A BEAUTIFUL LINE OF YOK-INGS desirable for Neck Scarfs, etc.; black and colors; various pretty designs; values up to \$5.00 per yard. Extra Special—  
**49c**  
MECHLIN Laces and Insertions; just right for handkerchiefs, etc.; 18c values, only ..... **12c**  
CREAM AND ECRU Appliques, 25c to 35c values; this sale ..... **17c**  
CLUMP LACES and INSERTIONS; imitations, various good widths and worth 15c, only ..... **9c**  
IMITATION TORCHONS—Lace and insertion to match; 10 and 12c values, only ..... **8c**  
AN EXQUISITE LINE of dainty patterns in embroidery and insertion, pretty for infants' wear; up to 40c values only ..... **27c**  
WIDE EMBROIDERIES for skirt flouncings, corset covers, etc.; worth 40c; only ..... **25c**  
SWISS Nainsook and Muslin Embroideries, 6 to 8 inches wide, 25c values, this sale ..... **13c**  
EMBROIDERY BEADING—A pretty line and worth 10c a yard ..... **6c**



**Neckwear, Handkerchiefs**

EXTRA—42 dozens linen collars, ladies' sizes 12 1/2 to 14 1/2; regular price is 15c each; special—  
**3c Each**

LADIES' Lace Stock Collars; very dainty and stylish; assorted designs. Special ..... **37c**  
SILK STOCKS in all the newest styles, assorted shades, applique trimmings; very cheap at \$1.25. Only ..... **93c**  
BLACK AND WHITE Yale Ties in Morle Silk, full length, 75c values, only ..... **55c**  
SILK Automobile Ties—French knot—very swell—black and white ..... **\$1.08**  
AN ELEGANT line of Silk Stocks—Steel beads—buttoms—lace—stall effects, etc.; splendid values at \$1.50; only ..... **\$1.12**  
A TASTY and stylish line of extra lace collars, very latest styles and patterns ..... **62c**  
HANDKERCHIEFS for ladies, with embroidery and lace edge. The assortment is very extensive ..... **27c**  
LADIES' pure linen unlaundered Handkerchiefs, hand embroidered and convent made; soft finish; 25c values; for ..... **15c**  
LINEN Cambric Handkerchiefs—Soft finish, embroidered edges, hemstitched or lace; cheap at 15c; only ..... **10c**  
GENTS' pure linen unlaundered Handkerchiefs, initials, convent made. Special ..... **16c**  
BOYS' large colored border school Handkerchiefs ..... **3c**  
SPECIAL—Ladies' pure linen hemstitched Handkerchiefs, different width hem, "extra quality," only ..... **42c**

**Corsets.**

**EXTRA SPECIAL.**  
"LA PREMIERE" Corsets, straight front. French cut, ribbon and lace trimming, black and white fine Coutil, \$3.50 value, only—  
**\$1.98**  
AN EXCELLENT serviceable Corset in drab coutil, long hip and straight front, lace and ribbon trimming; easily worth \$1.75 ..... **\$1.27**  
A VERY PRETTY straight front Corset; short hip, lace and ribbon trimmed; pink and blue. \$1.25 grade ..... **97c**

**Gloves.**

"AMAZON" two-clasp, lap seam Kid Gloves, in the very newest shades; fancy stitching, etc. This week ..... **\$1.37**  
LADIES' Heavy Street Gloves—Tan shades, large pearl clasps, assorted sizes, worth \$1.25, for ..... **98c**  
"ADLER'S" Gray Mocha Gloves, with fancy oxidized clasps; always worth \$1.50. Extra ..... **\$1.44**  
LADIES' plain and fancy wool Golf Gloves; the newest and prettiest designs; 65c kinds for ..... **43c**  
BOYS' Cadet Wool Gloves; regular value 65c; very new; only ..... **47c**

**Children's Caps and Bonnets.**

White, pink and blue silk bonnets. Some are a little soiled, but the values you get range up to \$2.75 each. A special choice—  
**68c**  
CHILDREN'S Silk and Velvet Bonnets—All colors, latest styles and withal a very pretty line. Up to 75c values for ..... **37c**  
TOQUES—All new shades; just right for school wear; 75c kinds for ..... **48c**  
CAPS for boys and girls—Various materials and good line of colors, mostly dark; 50c and 75c values for ..... **23c**  
NAPOLÉON CAPS—Dark colors, quilt trimmings; a nobby cap for the wee tot; 75c values. Special ..... **18c**



**Pyrography.**

We have just received a full line of these goods and will give free demonstrations in our classroom on second floor. The designs are all new and desirable. The prices you will find much below the regular prices quoted elsewhere.

**The UTAH'S GREATEST STORE**  
**Lace House**